

Olympia, Washington 98504-3096

April 2, 2010

B U L L E T I N

TO: ALL STORES, CONTRACT LIQUOR STORES AND DISTRIBUTION CENTER
FROM: Kimberly Ward, Buying Manager
SUBJECT: Alert Bulletin # 38

ALERT-UPDATE

042863 SEAGRAM'S SMOOTH BRAZILIAN RUM

Please be aware of the following may be an issue regarding these cases at time of receipt: **Product may have floaties.**

The supplier has picked up the product and tested. This is their response:

Thank-you for sending us the complaint bottles of Seagram's Rum. We have had an opportunity to examine them and I want to assure you that what the customer is seeing is not harmful. It is a precipitate from the sugar and alcohol mixture caused by the turbidity of the sugar used in production. This is a problem we have experienced with high alcohol products with high turbidity sugar.

We have taken corrective action with our sugar supplier to reduce the turbidity level in the sugar and we are now more rigidly enforcing the specifications of the allowable turbidity of the sugar before we receive it into our plant. Also, our Research & Development team has revised the filtration process for these types of products to further reduce the risk of participate.

While these particles are not harmful to the consumer, the appearance may deter the selling of the bottle.

The supplier is requesting that we return all **affected** bottles to them.

At this time, please send all affected bottles back to the warehouse as a "Return to Warehouse (RTW)."

This must be done ASAP, no later than May 1, 2010.

For questions regarding a RTW, please refer to Agency Policy 615 and procedures 615A & 615B.

If you need assistance with the RTW, please contact your District Manager.

Please contact Kimberly Ward at kwa@liq.wa.gov with any other questions regarding this claim.